

1. A communications device, comprising:
  - a panel having at least a front face and an inside face;
  - a housing having a front side, a rear side, and multiple edges, wherein the panel is affixed to the housing such that the inside face of the panel can be folded flush against the front side of the housing;
  - one or more electronic components housed within the housing, wherein the electronic components include,
    - a switch that when depressed initiates a recording process to record an audio message;
    - 10 a memory to store the audio message for repeated playing;
    - a processor;
    - a power source; and
    - an input/output audio device to record and play the audio message; and
  - 15 an attachment affixed to the inside face of the panel, wherein the attachment includes a multiple-page attachment.
2. The communications device of claim 1 wherein the panel is made of card stock.
- 20 3. The communications device of claim 1 wherein the housing is made of plastic.
4. The communications device of claim 1 wherein the attachment includes a multiple-page booklet depicting a visual message providing information about a product.
- 25 5. The communications device of claim 1 wherein the attachment includes a multiple-page fold-out booklet.
- 30 6. The communications device of claim 1 wherein the attachment includes a multiple-page fold-out booklet depicting a visual message providing information about a product.

7. The communications device of claim 1 further comprising a holder affixed to the inside face of the panel.

5 8. The communications device of claim 7 wherein the holder is clear to enable visual perception of an item in the holder.

10 9. The communications device of claim 1 further comprising a holder affixed to a page of the attachment.

15 10. The communications device of claim 9 wherein the holder is clear to enable visual perception of an item in the holder.

11. The communications device of claim 9 wherein the attachment includes a multiple-page booklet.

15 12. The communications device of claim 9 wherein:  
the attachment includes a multiple-page fold-out booklet, and  
the holder is affixed to a last page of the booklet and is clear to enable visual perception of an item in the holder.

20 13. The communications device of claim 1 further comprising an activation tab that is affixed to the inside face of the panel such that when the panel is opened away from the housing the activation tab initiates playing of the audio message.

25 14. The communications device of claim 1 wherein a location of the switch is not visibly perceivable.

15. The communications device of claim 1 further comprising a template to locate the switch to initiate recording of the audio message.

16. The communications device of claim 1 wherein the housing further includes an opening to enable a connector to connect to the processor to transfer an audio message from another device to the processor for storage in the memory.

5 17. The communications device of claim 1 further comprising a visual message that is affixed to the panel and the housing.

18. The communications device of claim 17 wherein the visual message is depicted on one or more labels that are affixed to the panel and the housing.

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19. The communications device of claim 17 wherein the visual message is depicted on one or more self adhesive labels that are affixed to the panel and the housing.

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20. The communications device of claim 17 wherein the visual message is depicted on one or more cards and the cards are affixed to the panel and the housing.

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21. The communications device of claim 1 further comprising a visual message that is customized on a computing device and printed on a sheet containing a first self-adhesive label that depicts a first portion of the visual message and that is affixed to the panel and a second self-adhesive label that depicts a second portion of the visual message and that is affixed to the housing.

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22. The communications device of claim 1 further comprising a first visual message that is depicted on a first self-adhesive label and affixed to at least one of the panel and the housing and a second visual message that is depicted on a second self-adhesive label and that differs from the first visual message and is affixed over the first self-adhesive label such that the second self-adhesive label may be removed to reveal the first visual message depicted on the first self-adhesive label.

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23. A method for communicating a message using a self-contained communications device, the method comprising:  
affixing a customized visual message to the communications device;

recording a customized audio message to store on the communications device; storing the customized audio message on the communications device; and playing the customized audio message stored on the communications device.

5        24. The method as in claim 23 wherein affixing the customized visual message includes affixing labels on which the customized visual message is depicted to the communications device.

10      25. The method as in claim 23 wherein affixing the customized visual message includes affixing self-adhesive labels on which the customized visual message is depicted to the communications device.

15      26. The method as in claim 23 wherein affixing the customized visual message includes inserting a card on which the customized visual message is depicted into a holder means on the communications device.

20      27. The method as in claim 23 further comprising:  
          using a computer to browse to a website to design the customized visual message; and  
          printing the customized visual message on self-adhesive labels, wherein affixing the customized visual message includes affixing the self-adhesive labels to the communications device.

25      28. The method as in claim 23 wherein recording the customized audio message includes recording the customized audio message over a telephone using an interactive voice recording system and transferring the customized audio message to the communications device for storage and playback.

30      29. The method as in claim 23 wherein recording the customized audio message includes recording the customized audio message directly into the communications device for storage and playback.

30. The method as in claim 23 wherein recording the customized audio message includes using a template to locate a pressure sensitive switch on the communications device and depressing the pressure sensitive switch to initiate recording of the customized audio message directly into the communications device for storage and playback.

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31. The method as in claim 23 wherein recording the customized audio message includes recording the customized audio message using a computing device and transferring the customized audio message to the communications device for storage and playback.

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32. The method as in claim 23 wherein:

recording the customized audio message includes recording a first audio message to store on the communications device and recording a second audio message to store on the communications device;

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storing the customized audio message includes storing the first audio message and the second audio message on the communications device; and

playing the customized audio message includes playing the first audio message and the second audio message stored on the communications device.

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33. The method as in claim 23 further comprising recording a second customized audio message that replaces the customized audio message, and wherein:

storing the customized audio message includes storing the second customized audio message on the communications device; and

playing the customized audio message includes playing the second customized audio message.

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34. The method as in claim 23 wherein playing the customized audio message includes playing the customized audio message multiple times.

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35. A method for using a self-contained audio recording and playback communications device as a marketing tool, the method comprising:

affixing a visual message to at least one of a panel and a housing of the communications device, wherein the visual message includes information about a product and information about a sales representative;

- 5 recording a customized audio message for storage on the communications device for subsequent hearing by a customer; and  
delivering the communications device to the customer.

36. The method as in claim 35 wherein affixing the visual message includes affixing labels on which the visual message is depicted to the communications device.

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37. The method as in claim 35 wherein affixing the visual message includes affixing self-adhesive labels on which the visual message is depicted to the communications device.

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38. The method as in claim 35 wherein affixing the visual message includes inserting a card on which the visual message is depicted into a holder means on the communications device.

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39. The method as in claim 35 further comprising:  
using a computer to browse to a website to design the visual message; and  
printing the visual message on self-adhesive labels, wherein affixing the visual message includes affixing the self-adhesive labels to the communications device.

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40. The method as in claim 35 wherein recording the customized audio message includes recording the customized audio message over a telephone using an interactive voice recording system and transferring the customized audio message to the communications device for storage and playback by the customer.

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41. The method as in claim 35 wherein recording the customized audio message includes recording the customized audio message directly into the communications device for storage and playback.

42. The method as in claim 35 wherein recording the customized audio message includes recording the customized audio message directly into the communications device at a customer's place of business.

5 43. The method as in claim 35 wherein recording the customized audio message includes using a template to locate a pressure sensitive switch on the communications device and depressing the pressure sensitive switch to initiate recording of the customized audio message directly into the communications device for storage and playback by the customer.

10 44. The method as in claim 35 wherein recording the customized audio message includes using a template to protect the visual message affixed to the housing.

15 45. The method as in claim 35 wherein recording the customized audio message includes recording the customized audio message using a computing device and transferring the customized audio message to the communications device for storage and playback by the customer.

20 46. The method as in claim 35 further comprising recording a second customized audio message for storage on the communications device that replaces the customized audio message, and wherein playing the customized audio message includes playing the second customized audio message.

47. The method as in claim 35 wherein delivering the communications device includes mailing the communications device to the customer.

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48. The method as in claim 35 wherein delivering the communications device includes hand-delivering the communications device to the customer.

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49. The method as in claim 35 further comprising affixing an attachment about the product to an inside face of the communications device.

50. The method as in claim 49 wherein affixing the attachment includes affixing a multi-panel pamphlet about the product to the inside face of the communications device.

5 51. The method as in claim 49 wherein affixing the attachment includes affixing a multi-panel pamphlet about the product to the inside face of the communications device and providing additional information about the product in a holder attached to the communications device.

10 52. A method for marketing a drug by a sales representative to a doctor using a self-contained audio recording and playback communications device, the method comprising:  
customizing a visual message to be affixed to at least one of a panel and a housing on a communications device, wherein the visual message includes information about the drug and information about the sales representative;  
recording a customized audio message by the sales representative for storage on the  
15 communications device for subsequent hearing by the doctor; and  
delivering the communications device to the doctor.

20 53. The method as in claim 52 further comprising:  
affixing a multi-page pamphlet about the drug to an inside face of the communications device; and  
inserting clinical information about the drug in a holder that is attached to the inside face of the communications device.

25 54. The method as in claim 52 further comprising:  
removing the visual message containing the information about the sales representative to reveal information about the doctor; and  
recording a customized audio message by the doctor for storage on the communications device for subsequent hearing by a patient, wherein the doctor's customized audio message replaces customized audio message recorded by the sales representative.

55. A method for communicating a customized visual and audio message from a doctor to a patient using a self-contained audio recording and playback communications device, the method comprising:

5 customizing a visual message to be affixed to at least one of a panel and a housing on a communications device, wherein the visual message includes information about at least one of a drug and a medical condition and information about the doctor;

recording a customized audio message by the doctor for storage on the communications device for subsequent hearing by the patient; and

delivering the communications device to the patient.

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56. A method for communicating a customized visual and audio message from a gift giver to a gift receiver using a self-contained audio recording and playback communications device, the method comprising:

15 customizing a visual message to be affixed to at least one of a panel and a housing on a communications device, wherein the visual message includes information about the gift giver;

inserting a gift in a holder that is attached to a front inside face of the panel on the communications device;

storing a first audio message on the communications device;

20 recording a customized audio message by the gift giver for storage on the communications device in addition to the first audio message for subsequent hearing by the gift receiver; and

delivering the communications device to the gift receiver.

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57. The method as in claim 56 wherein storing the first audio message includes selecting a pre-recorded audio message from for transfer and storage on the communications device.